

## Claims

1. A process for the production of a frozen food product comprising ~~AFP~~ <sup>Anti-freeze peptides</sup>, wherein the conditions are chosen such that the ice-crystals in the product have an aspect ratio of more than 1.9.
2. A process according to claim 1, wherein the aspect ratio is from 1.9 to 3.0.
3. A process according to claim 1, wherein the conditions for influencing the aspect ratio are selected from the group of: rate of freezing, mobility of product during freezing, storage temperature and time, formulation of the product and nature and amount of AFPs and combinations thereof.
4. A process according to claim 1, wherein the frozen food product is a frozen confectionery product.
5. A frozen confectionery product comprising from 0.0001 to 0.5 wt% of ~~AFP~~ <sup>Anti-freeze peptides</sup>, said product having an ice-crystal aspect ratio of more than 1.9.
6. A frozen confectionery product according to claim 5, wherein the aspect ratio is from 1.9 to 3.0.
7. ~~A frozen confectionery product according to claim 5, wherein the ~~AFP~~ <sup>Anti-freeze peptides</sup> preferentially binds to the primary or secondary prism planes of ice crystals.~~
8. Frozen confectionery product having a texture contrast, said product comprising discrete elements of a confectionery product of claim 5.
9. Frozen confectionery product according to claim 8, comprising thin ice-cream layers alternating with thin

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A

Sub B

Sub C

Sub C2

A

A

Sub A5

Sub C4

~~10. Ice cream mix suitable for use in the preparation of a frozen confectionery product of claim 5.~~

add C5